To:

Seaelke, R.F.

From:

McHugh, Michael

Opened: 11/17/97 9:10

Posted: 11/14/97 13:29

ublect: FWRD: Winston

Ron:

Marshall forwarded me the information you sent him on Winston performance in reliable AIM accounts. Great job. This is how we all should be looking at our business.

Keep up the good work.

Mike

From:

Richards, M.

To:

**MCHUGHM** 

Subject: FWRD: Winston

Posted: 11/12/97 18:09

Priority: Normal Priority

As info....

Marshall

From:

Segelke, R F.

To:

RICHARM1

Subject: Winston Posted:

11/10/97 19:15

Priority: Normal Priority

Marshall,

The attached is a snapshot of Winston performance for 2nd, 3rd, and current for 9 accounts where AIM is reliable. I have also measured FP sales, RJR FP SOC, PM FP SOC and Marlboro SOC for the same periods. The variance line measures 2nd verses current however you will note that in most cases the trend are consistent 2nd to 3rd to current. The summary line is a total look at the 9 accounts.

While it is very early to judge the success of Winston "NO BULL", these figures are GREAT and are supporting everything I'm hearing from retail and consumers. It is nice to see Winston and RJR SOC FP up and PM and Marlboro down.

Thought you might be interested.

Ron

ԴC:

Richards, M, 1200 - New York Region (SCULLYA)

	WIN SOC	WIN CPW	FP CPW	RJR SOC	PM SOC	MARL SOC
6/29/97						43.4
					L	
						40.4
						1711
/29 - 10/19	3.2	8	29	2.6	1	-3
inimart	WIN SOC	WIN CPW	FP CPW	RJR SOC	PM SOC	MARL SOC
	6.6	16.5	240			33.5
9/28/97	6.7	16.2	252	16.8	55.9	37.1
10/19/97	7.2	18.2	255	18.4	54.7	37.1
/20 - 10/10	0.6	17	15	26	0.3	3.6
720-10/10						
10/19/97	5.2	10.8	206	14	46.5	34.9
/29 - 10/19	0.7	4,4	64	7 1.7	-4.6	-5.2
<u> </u>	WIN SOC	WIN CPW			PM SOC	
6/29/97			183	1		34.4
9/28/97	9.2	18,6	203	17.3	47.4	
10/19/97	8.2	16.6	202	18.3	46.2	31.9
/29 - 10/19	0.8	3	19	0	-1.8	-2.5
	t					
keshop	WIN SOC	WIN CPW	FP CPW	RJR SOC	PM SOC	MARL SOC
A ST BARREST CONTRACTOR OF THE PARTY OF THE						
1				1		
. 10/19/97	5.7	11.4	201	19.2	54.2	41.8
/29 <b>- 10/1</b> 9	0.9	1.2	-14	1	-0,3	1.9
	WIN SOC	WIN CPW	FP CPW	RJR SOC	PM SOC	MARL SOC
6/29/97	*******************					
				<del></del>	4	I
10/19/97	7				· · · · · · · · · · · · · · · · · · ·	
/29 - 10/19	1.7	6	17	1.1	-2.2	-1.2
oleum	WIN SOC	WIN CPW	FP CPW	RIR SOC	PM SOC	MARL SOC
9/28/97		· · · · · · · · · · · · · · · · · · ·			<u> </u>	]
		10,1		, IV, V	, ,,,,	1 20.1
	9/28/97 10/19/97 /29 - 10/19 inimart 6/29/97 9/28/97 10/19/97 /29 - 10/19 5 6/29/97 10/19/97 10/19/97 10/19/97 10/19/97 10/19/97 10/19/97 9/28/97 10/19/97 10/19/97	6/29/97 5.7 9/28/97 7 10/19/97 8.9  /29 - 10/19 3.2  inimart WIN SOC 6/29/97 6.6 9/28/97 7.2  /29 - 10/19 0.6  WIN SOC 6/29/97 4.5 9/28/97 4.8 10/19/97 5.2  /29 - 10/19 0.7  S WIN SOC 6/29/97 7.4 9/28/97 7.4 9/28/97 9.2 10/19/97 8.2  OKESHOP WIN SOC 6/29/97 4.8 9/28/97 9.2 10/19/97 5.7  OKESHOP WIN SOC 6/29/97 4.8 9/28/97 9.2 10/19/97 5.7  OKESHOP WIN SOC 6/29/97 4.8 9/28/97 4.7 10/19/97 5.7  OKESHOP WIN SOC 6/29/97 6.9 10/19/97 7.7  OKESHOP WIN SOC 6/29/97 6.9 10/19/97 7.7  OKESHOP WIN SOC 6/29/97 6.9 10/19/97 7.7	6/29/97 5.7 9.7 9/28/97 7 16.1 10/19/97 8.9 17.7  //29 - 10/19 3.2 8  Inimart WIN SOC WIN CPW 6/29/97 6.6 16.5 9/28/97 7.2 18.2  //29 - 10/19 0.6 1.7  WIN SOC WIN CPW 6/29/97 4.5 6.4 9/28/97 4.5 6.4 9/28/97 4.8 9.5 10/19/97 5.2 10.8  //29 - 10/19 0.7 4.4  S WIN SOC WIN CPW 6/29/97 7.4 13.6 9/28/97 7.4 13.6 9/28/97 9.2 18.6 10/19/97 8.2 16.6  //29 - 10/19 0.8 3  OKESHOP WIN SOC WIN CPW 6/29/97 4.8 10.2 9/28/97 4.7 9.5 10/19/97 5.7 11.4  //29 - 10/19 0.9 1.2  WIN SOC WIN CPW 6/29/97 4.8 10.2 9/28/97 4.7 9.5 10/19/97 5.7 11.4  //29 - 10/19 0.9 1.2  WIN SOC WIN CPW 6/29/97 5.3 14.7 9/28/97 6.9 20.3 10/19/97 7 20.7  //29 - 10/19 1.7 6  OILUM WIN SOC WIN CPW 6/29/97 7 7 20.7	6/29/97	6/29/97 5.7 9.7 171 16.8 9/28/97 7 16.1 230 17.1 10/19/97 8.9 17.7 200 19.4 729 - 10/19 3.2 8 29 2.6 729/97 6.6 16.5 240 15.8 9/28/97 6.7 16.2 252 16.8 10/19/97 7.2 18.2 255 18.4 729 - 10/19 0.6 1.7 15 2.6 729/97 4.5 6.4 142 12.3 9/28/97 4.5 6.4 142 12.3 9/28/97 4.6 9.5 196 12.7 10/19/97 5.2 10.8 206 14 729 - 10/19 0.7 4.4 64 7 1.7 729 10/19/97 7.4 13.6 183 18.3 9/28/97 9.2 18.6 203 17.3 10/19/97 8.2 16.6 203 17.3 10/19/97 8.2 16.6 202 18.3 10/19/97 8.2 16.6 202 18.3 10/19/97 8.2 16.6 202 18.3 10/19/97 8.2 16.6 202 18.3 10/19/97 8.2 16.6 202 18.3 10/19/97 8.2 16.6 202 18.3 10/19/97 8.2 16.6 202 18.3 19/28/97 4.8 10.2 215 18.2 9/28/97 4.8 10.2 215 18.2 9/28/97 4.8 10.2 215 18.2 9/28/97 4.8 10.2 215 18.2 9/28/97 4.8 10.2 215 18.2 9/28/97 5.7 11.4 201 19.2 10/19/97 10/19/97 5.7 11.4 201 19.2 10/1	9/28/97

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Varience 6	/29 - 10/19	2.8	6.6	12	3.7	-7.2	-5.1
Mr Roberts	}	WIN SOC	WIN CPW	FP CPW	RJR SOC	PM SOC	MARL SOC
	6/29/97	4.8	6.8	142	12,7	49.5	38.8
	9/28/97	5.3	9.1	173	14.4	51.4	37.5
	10/19/97	5.7	8.9	156	15	49.7	36.5
Varience 6	) /29 - 10/19	0.9	2.1	14	2.3	0.2	-2.3
Volken Petroleum		WIN SOC	WIN CPW	FP CPW	RJR SOC	PM SOC	MARL SOC
	6/29/97	4	8	199	14.7	60.8	43
	9/28/97	4.6	10.6	230	13.1	61.1	42.3
	10/19/97	6	13.6	227	15.5	59.7	42.4
Varience 6/29 - 10/19	2	5.6	28	0.8	-1.1	-0.6	
******************************	<u></u>	WIN SOC	WIN CPW	FP CPW	RJR SOC	PM SOC	MARL SOC
Summary		1.51	4.29	20.44	1.76	-1.74	-1.6